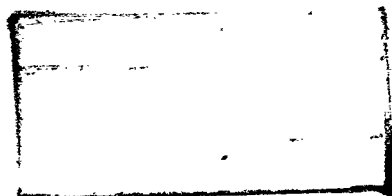
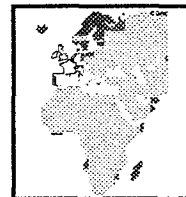


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2501261981

MARKET RESEARCH DEPARTMENT



PHILIP MORRIS EFTA, EASTERN EUROPE, THE MIDDLE EAST, AFRICA

XF

T U R K E Y

NEW ORIENTAL BRAND

Qualitative Name Test

1988

2501261982

CONCLUSIONS AND RECOMMENDATIONS

MAIN FINDINGS

TECHNICAL APPENDIX

T U R K E Y
NEW ORIENTAL BRAND
Qualitative Name Test
1988

2501261983

I. Background

PM plans to develop a moderate price, superior quality cigarette delivering a typical oriental tobacco taste for Turkey. The aim is to offer to consumers a superior product alternative to local brands, mainly Maltepe, the market leader with a 55% share.

II. Objective of the survey

Select a brand name for a new oriental brand and determine its consumer perception in order to obtain initial input for the packaging design and the advertising development.

2501261984

III. Methodology

Group discussions took place in Istanbul end of April. The study was conducted among seven groups, as follows:

<u>Group</u>	<u>Age</u>	<u>Sex</u>	<u>Smokers of:</u>
A	16-24	M	Maltepe
B	16-24	F	Maltepe
C	25-34	M	Maltepe
D	25-34	F	Maltepe
E	35-44	M	Maltepe
F	16-34	M	Samsun
G	16-34	F	Samsun

with smokers of 3 or more cigarettes per day.

Group discussions followed a pattern of five stages:

1. Warm-up session:

Questionnaire and discussion on the perception of respondents on: pack (soft, box), cigarette length, price and tobacco type (American, Oriental).

2. Introduction to name selection:

The procedure of name development was communicated to the respondents as follows: "We suppose now that each of us is a manager responsible for product development in TEKEL and has to decide for a new oriental cigarette brand name. This new brand will compete with "Maltepe" and will be superior in comparison to the existing Turkish brands in quality. It will also be at the price level of "Maltepe". Perhaps we can charge a little more to compensate for the premium quality but within the range of 100-200 TL to be able to still compete with "Samsun" and "Maltepe". We must be thinking about the name and visualize it as a whole concept (tobacco, filter, pack, advertising, etc.).

3. Spontaneous name development:

Discussion and selection by voting of the best three names. Further in-depth discussion on pack design, choice of colors and ad campaign.

4. Prompted name selection:

Evaluation of 28 names supplied by PM (these names were shown in different order in different groups). Discussion and selection by voting of the best three names. Further in-depth discussion on pack design, choice of colors, and ad campaign.

5. Creative session:

Visualisation of stages 3 and 4 for the best three names: drawings for groups A-E, collages for groups F and G.

2501261985

CONCLUSIONS AND RECOMMENDATIONS

2501261986

IV. Highlights

The name Bogazici (Bosphorus) was spontaneously and consistently suggested by all groups, as a brand name which fits the product objective better than any other name. It builds on the very positive attitude towards the Bosphorus and the bridge crossing the Bosphorus which prevails among Turks. In general, there is a strong preference for typical Turkish names for the subject new brand.

Images of the sea and the blue colour were predominantly mentioned due to their evident association with the Bosphorus. Suggested actions were related to typical activities relating to the Bosphorus.

This study confirms the need for a quality cigarette made of Turkish tobacco. Further, it was suggested that this cigarette should be relatively lighter than Maltepe/Samsun (i.e. about 20mg tar). In addition, there is an apparent preference for soft packs and king size cigarettes. It appears that a price over 200 TL above Maltepe's price reduces the appeal of the brand. This needs to be evaluated in future research (concept/price test).

June 6th, 1988

A. Bach

A. Bachmann

2501261987

2501261988

MAIN FINDINGS

Main Findings

1. Type of cigarette/pack

Respondents showed preference for a soft pack but this does not appear to be decisive. There is a slight preference for King Size. Maltepe and Samsun smokers overwhelmingly preferred cigarettes with oriental tobacco, not **American blend**. They are not willing to move to another brand in case of a 200 TL price increase.

2. Name selection

In the process of spontaneous name selection, respondents came up with three patterns of proposals: names related to cigarettes (cigarette, tobacco, blend, etc.), names referring to growing tobacco regions or places in general and common words. There was an unanimous agreement that the name should be Turkish, not international. Spontaneous name selection was used in the first five groups. One name came up spontaneously in all five: **Bogazici** (= Bosphorus/Bosporus). No spontaneous name selection took place in the last two groups. Instead, the list of names was shown and respondents were asked for evaluation; two more names were added to the list: Bogazici and Esinti. In these cases, Bogazici was again among the three mostly chosen names.

The most liked names by group are as follows:

Spontaneous names

Names from PM list

GROUP A

Kral (king)
Bogazici
Yenigün (new day)

Lider (leader)
Tiryaki (smoker)
Kervan (caravan)

GROUP B

Esinti (breeze)
Berk (solid, firm)
Doruk (peak)

Tiryaki
Lider
Safari

GROUP C

Bogazici
Curbet (homesick)
Ankara

Kervan
Tiryaki
Anadolu (Anatolia)

GROUP D

Gözde (favourable)
Bogazici
Tüzkü (Turkish folk song)

Tiryaki
Kervan
Lider

GROUP E

Bogazici
Besyildiz (fire-star)
Anadolu

Harmandali (dance)
Anadolu
Tiryaki

2501261989

GROUP F

- Lider
- Anadolu
- Bogazici

GROUP G

- Esinti
- Lider
- Bogazici

3. Image:

There has been only one pattern. A light quality cigarette made of Turkish tobacco. The image of a "light" cigarette is **unanimous**, which can be explained by the fact that in the segment of Turkish brands there are no real light cigarettes.

4. Ad concept:

As examples of proposed concepts:

- An ordinary person smoking in a **relaxing** atmosphere (e.g. a person smoking aboard the ferry that crosses Bosphorus after a full-day work).
- A self-confident, businessman-like, financially well-off person smoking (e.g. a businessman alone in his office or at home smoking at dusk).

In both cases there is the presence of the sea-water (the element of the lightness) and a relaxing atmosphere. Bogazici fits in both concepts.

5. Colors:

The overwhelming majority proposed blue (the whole range gradually changing from deep blue to light blue) as the best representation of the lightness.

Minor patterns: Yellow-gold (mostly related to names like caravan, king, leader). Combination of colors with a lot of red (mostly related to names with Turkish traditional connotation, e.g. Anadolu, Ankara, Türkü).

Female groups proposed also concepts exclusively appealing to women, i.e. Esinti (breeze). But Bogazici is appealing to both men and women.

The age groups did not show worth mentioning differences in this group discussion.

2501261990

TECHNICAL APPENDIX

2501261991

LIST OF PROPOSED NAMES

Harmandalı
Efem
Harman/2000
Yeni Bafra
Kulüp
Jokey
Altın Harman
Lider
Rastgele
Akhisar
Beyoğlu
Göksu
2000
Tiryaki
Extra
Anadolu
Yıldız
Galaksi
Bulvar
Muratti 2000
Tuğra
Disko
Süvari
Orienta
Kervan
Kervansaray
Safari
Delta

ADDITIONAL NAMES FOR THE "SAMSUN" GROUPS

Esinti
Boğaziçi

2501261992

MEANINGS OF THE NAMES RESULTING
FROM FIRST ELIMINATIONS

<u>Name</u>	<u>Meaning</u>
Tütün	Tobacco
Kral	King
Boğaziçi	Bosphorus
Pamukkale	Pamukkale (A well-known touristic cite famous with its travertines)
Anadolu	Anatolia
Yeni gün	New day
Esinti	Breeze
Berk	Solid, firm
Doruk	Peak
Kapodokya	Cappadocia
Ege	Aegean
Fatih	Conqueror (the title of Mehmet II. the conqueror of Constantinople)
Köyçiçeği	Country flower
Ezgi	Tune, song
Nefes	Breath
Yeşilim	My green one
Yaren	Friend
Diyar	Country
Gurbet	Absence from home, being homesick
Efkar	Thinking, anxiety
Ankara	The capital of Turkey
Gözde	Favorable one
Türkü	Turkish Folk-song
Zeybek	Ageaen folklor dancer
Mimoza	Mimosa
Armoni	Harmony
Seçkin	Outstanding
Ilgaz	Mountain peak

2501261993

<u>Name</u>	<u>Meaning</u>
Zarif	Elegant
Dostum	My friend
Şelale	Waterfall
Ürgüp	A settlement in Cappadocia
Barbaros	A well-known captain of the Ottoman Navy
Türkiye	Turkey.
Beşyıldız	Five-star

2501261994

LIST OF SPONTANEOUSLY DEVELOPED NAMES

GROUP A (16-24, Male, Maltepe)

Initially Developed Names

Sigara
Tütün
Demet
19 Mayıs
Kral
Türkboro
Boğaziçi
Akdeniz
Beyaz
Pamukkale
Yarımada
Anadolu
Altınboynuz
Zeybek
Ortadirek
Limon
Çağ
Tonton
Papatya
Dolmabahçe
Ortaköy
Kaynak
Bayram
Düğün
Yenigün

First selection results

Tütün
Kral
Boğaziçi
Pamukkale
Anadolu
Yenigün

Most Liked Three Names

Kral
Boğaziçi
Yenigün

2501261995

GROUP B (16-24, Female, Maltepe)

Initially Developed Names

Dost	Kanuni
Esinti	Sultan
Parıltı	Tekne
Doğa	Çobanyıldızı
Çağ	Hayat
Çağrı	Ateş
Okyanus	Tuna
Avrupa	Sema
Nehir	Kilim
Derya	Hasır
Yargı	Asır
Arzum	Kıyak
Petek	Kapadokya
Duygu	Ağrı
Sızı	Bodrum
Mehtap	Yürek
Gökyüzü	Side
Maviş	Fethiye
Simge	Sahil
Duru	Harem
Klasik	Sofa
Yakut	Ceylan
Klas	Mert
Kale	Ege
Saray	Kahraman
Yıldız	Berk
Star	Ece
Gümüş	Dilek
Boğaz	Umut
Altınboynuz	Doruk
Boğaziçi	Serap
	Aşkım

First selection results

Esinti
Berk
Doruk
Kapadokya

Most Liked Three Names

Esinti
Berk
Doruk

2501261996

GROUP C (25-34, Male, Maltepe)

Initially Developed Names

First selection results

Filiz	Köylü	Ege
Türkiye	Ayasofya	Boğaziçi
Tarkan	Yenikalite	Fatih
Yeşilduman	Ağam	Köyçiçeği
Alternatif Harman	Gap	Ezgi
Osmanlı	Kurtarıcı	Nefes
Gerze	Takviye	Yeşilim
Ege	Tütün	Yaren
Boğaziçi	Kıbar	Diyar
Anadolu	Yaren	Gurbet
Marmara	Solmaz	Efkar
Fidan	Sarıköz	Ankara

Yeni tütün	Süper
Zeybek	Deniz
Fatih	Maraş
Haşhaş	Yayla
Köklü	Kalem
Köyçiçeği	Diyar
Özal	Gurbet
Ezgi	Orta Asya
Yanık	Düşünce
Duman	Efkar
Nefes	Yavuz
Dost	Zerafet
Karacaahmet	Bulut
Yeşilim	Ankara
Yeşiltütün	Karam
Bayrak	Tıkveşli
Sarıkehribar	Serhat
Çobanyıldızı	Hayat
Kehribar	Sulukule
Sultan	Özlem
Papatya	
Kartal	

Most Liked Three Names

Boğaziçi
Gurbet
Ankara

2501261997

GROUP D (25-34, Female, Maltepe)

Initially Developed Names

First selection results

Yeşilbağ	Yaprak	Toros	Gözde
Cennet	Yağmur	Uludağ	Türkü
Huzur	Kar	Zevk	Zeybek
Gözde	Bulut	Samanyolu	Mimoza
Star	Güneş	Zarif	Armoni
Yıldız	Arzu	Uçan	Seçkin
Türkü	Emel	Dostum	Esinti
Anadolu	Sevda	Melek	Boğaziçi
İstanbul	Ateş	Tutulan	İlgaz
Folklor	Renk	Çağlayan	Zarif
Efe	Armoni	Şimşek	Dostum
Zeybek	Hoşseda	Şelale	Şelale
Ege	İçim	Rekor	
Marmara	Doğa	Eyvan	
Akdeniz	Şirin	Ak	
Ankara	Yeni	Sultan	Gözde
Filiz	Tek	Kral	Boğaziçi
Bodrum	Seçkin	Vezir	Türkü
Mimoza	Esinti	Saray	
Mordag	Can	Rüya	
İçilen	İmbat	İşve	
Selvi	Gökkuşığı	Clive	
Tat	Altınboynuz		
Yaşam	Boğaziçi		
Aşkım	Güldudak		
Nadide	Cansın		
Ender	Lüks		
Efsun	Derya		
Işık	Rüzgar		
Sitare	Major		
İnci	Seçim		
Zümrüt	İlgaz		

Most Liked Three Names

Gözde
Boğaziçi
Türkü

2501261998

GROUP E (35-44, Male, Maltepe)

Initially Developed Names

Cibali	Kale	Selvi	Evren	Seçkin
Anadolu	Sempati	Pınar	Prens	Arabesk
As	Monsa	Tuna	Papatya	Şafak
Gökkuşağı	Mimoza	Klas	Çıra	Ufuk
Yeşil	Knossos	Gurbet	Yonca	Beşyıldız
Çağ	Ürgüp	Hancı	Trakya	Tütünöz
Damla	Destan	Napoli	Altın	Parıltı
Burçak	Çanakkale	Efkar	İmaj	
Ankara	Gol	Neşe	Hanedan	
İmparator	Çağdaş	Kader	Prestij	
Şampiyon	Şebnem	Sümela	Hasret	
Surdışı	Çayeli	Dostlar	Canan	
Beyoğlu	Yenimaltepe	Millet	Derya	
İstanbul	Tiryaki	Vatan	Sahra	
Sabina	Dörtmevsim	Türkiye	Kalyon	
Demet	Yeniyl	Kuzey	Avrasya	
Efe	Cinzano	Dadaş	Avanos	
Joker	As 88	Kazı	Güle güle	
Şahlan	Akdeniz	Gediz	Ağrı Dağı	
Samanyolu	Bodrum	Martı	Uludağ	
Karadeniz	Şato	Hitit	Deniz	
Aspendos	Şövalye	Paşa	Pentagon	
Kazak	Şenöz	Doğa	Avrupa	
Bergama	Plato	Fatih	Doğa	
Şelale	Levent	Şengül	Asya	
Van	Barbaros	Boğaz	Özge	
Ceylan	Drama	Maral	Menekşe	
Kıvılcım	Halikarnas	Kral	E-5	
Boğaziçi	Tutam	Sultan	Müge	
Cemre	Antalya	Silahşör	Kartaltepe	
Çağlayan	Doruk	Leydi	Ezgi	

2501261999

GROUP E Continued

First selection results

Anadolu
Boğaziçi
Ürgüp
Barbaros
Türkiye
Beşyıldız

Most Liked Three Names

Boğaziçi
Beşyıldız
Anadolu

2501262000

SMOKING HABITS
ASSESSMENT QUESTIONNAIRE

1. How many cigarettes do you smoke a day?

- | | |
|------------------|---|
| 3-10 cigarettes | 1 |
| 11-15 cigarettes | 2 |
| About a pack | 3 |
| More than a pack | 4 |

2.a) Which is the brand of cigarettes you smoke most often nowadays?

- | | |
|------------|---|
| Maltepe | 1 |
| Samsun | 2 |
| Parliament | 3 |
| Marlboro | 4 |
| Camel | 5 |

b) Which length do you prefer?

- | | |
|---------------------|---|
| Short | 1 |
| Long | 2 |
| Has only one length | 3 |

3. Which out of the following elements are the most important ones that make you prefer the brand that you smoke now?

PLEASE MARK UP TO THREE ANSWERS

- | | |
|-------------------------------|---|
| Strong taste | 1 |
| Attractiveness of pack | 2 |
| Price | 3 |
| Reputation | 4 |
| Prestige | 5 |
| Mild taste | 6 |
| Friends smoke it | 7 |
| Turkish cigarette | 8 |
| Advertising | 9 |
| Other family members smoke it | A |
| International cigarette | B |

2501262001

4. Apart from the brand that you currently smoke, do you sometimes buy other brands to smoke?

(It might be another version of the same brand)

Yes 1

Brand name : -----

No 2

5. Before starting to smoke your present main brand, did you smoke another brand?

(It might be another version of your present main brand).

Yes, I did 1

Brand name : -----

No, I always smoked the same brand 2

6. Why did you change brand?

7. Do you think that your main brand at the current price is expensive?

Yes 1

No 2

8. Would you consider to change main brand if your main brand would be sold at 600IL?

Yes, I would 1

No, I wouldn't 2

9. Would you consider to change main brand if your main brand would be sold at 700IL?

Yes, I would 1

No, I wouldn't 2

10. Do you prefer a box or a soft pack?

I prefer soft pack 1

I prefer box 2

Doesn't matter 3

Why? -----

2501262002

11. What length of cigarette do you think is more appropriate for you?

Short 1
Long 2

12. Does your main cigarette brand have this length?

Yes 1 GO TO QUESTION 13
No 2

Why ? -----

13. If you had a choice between an American blend brand and your current oriental brand, at the same price, which one would you choose?

American 1
Turkish 2

Why? -----

Name : -----

Last Name : -----

Sex :	Female	1	Age Group :	16-21	1
	Male	2		25-34	2
				35-41	3

Occupation : -----

2501262003